

Message Text

UNCLASSIFIED

PAGE 01 JIDDA 04989 061019Z
ACTION AGRE-00

INFO OCT-01 NEA-10 ISO-00 COME-00 EB-08 STR-07 /026 W
-----029791 062018Z /70

R 060340Z JUL 78
FM AMEMBASSY JIDDA
TO SECSTATE WASHDC 2603
INFO AMEMBASSY KUWAIT
AMEMBASSY MANAMA

UNCLAS JIDDA 4989

E.O. 11652: N/A
TAGS: EAGR, XF
SUBJ: POTATO BOARD TRIP TO MIDDLE EAST

REF: STATE 164665

1. THE SAUDI FOOD MARKET HERE IS PREDOMINANTLY RICE-ORIENTED. THERE ARE LOCALLY GROWN AND SOME IMPORTS FROM LEBANON, TURKEY, AND OTHER SOURCES OF FRESH POTATOES BUT THE VOLUMES ARE RELATIVELY SMALL. PROCESSED, DRY POWDER AND FLAKE, POTATOES ARE IN RELATIVELY BETTER DEMAND THROUGH THE NEWER SUPERMARKETS WHOSE SALES ARE TARGETED TO THE INCREASINGLY LARGE EXPATRIATE COMMUNITY. SALES VOLUMES, HOWEVER, ACCORDING TO LOCAL IMPORTERS AND RETAILERS, ARE RELATIVELY LIGHT.

2. IN SAUDI ARABIA THE IMPORTER, DISTRIBUTOR AND WHOLESALER IS USUALLY THE SAME FIRM. A LIST OF THE MOST SIGNIFICANT POTENTIAL IMPORTERS CAN BE FOUND IN THE USDOC TRADE LIST FOR SAUDI ARABIA PUBLISHED IN SEPTEMBER 1977, ON PAGE 15 UNDER SIC NO. 20000.

3. WE FRANKLY DO NOT BELIEVE THE SCOPE OF THE PRESENT MARKET HERE JUSTIFIES A VISIT BY POTATO BOARD REPRESENTATIVES, HOWEVER, IF THEY WISH TO UNDERTAKE PROMOTIONAL ACTIVITIES, AND DECIDE TO VISIT, POST WILL
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PROVIDE ALL POSSIBLE ASSISTANCE. ANY SCHEDULE FOR SAUDI ARABIA SHOULD AVOID THE FIRST 10 DAYS IN SEPTEMBER WHICH IS THE EID AL FITR HOLIDAY PERIOD AFTER RAMDAN.
WEST

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NNN

Message Attributes

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